



To: The Honorable John M. Mizuno, Chair
The Honorable Jo Jordan, Vice Chair
The House Committee on Human Services
Fr: Trisha Y. Nakamura, Policy and Advocacy Director
Hrg: March 10, 2011
Re: Strong Support for HCR 46, Urging the State of Hawaii to Adopt Policies that Reduce the Harm Caused by the Sale and Display of Tobacco

Thank you for the opportunity to offer testimony in strong support of HCR 46, urging the State to adopt policies that reduce the harm caused by the sale and display of tobacco. This resolution moves us forward to make sure the next generations do not suffer the harms of tobacco products. This is an exciting step in having proactive policies that improve our public health.

The tobacco industry spends more than \$42 million alone on marketing its products to people in Hawaii. This marketing includes ads and product displays at the point of sale and in storefronts. Collectively, this impacts our children and those trying to quit.

In 2010, the Tobacco Alcohol and Advertising Survey¹ results were released. The results summarize data collected from more than 300 stores statewide. Results indicate that tobacco companies aggressively market its products at stores—through storefront ads and through the display of the products themselves. Tobacco products were regularly placed near candy and toys—products often enjoyed by children. 97% of stores had tobacco products at the point of sale and 90% had tobacco ads at the point of sale.

Tobacco ads play a major role in youth smoking. Worldwide and in the US, tobacco advertising, promotion and sponsorship entice young people to use tobacco, encourage smokers to smoke more, and decrease smokers' motivation to quit.²

Unlike other products which outreach to consumers at stores, tobacco is deadly when used as directed. Smoking cigarettes and tobacco use is the leading cause of preventable disease. We can end this by making sure youth never start and tobacco users have every opportunity to quit.

In 2009, President Obama signed the Family Smoking Prevention and Tobacco Control Act into law. This allows local and state governments the ability to address the way tobacco products are sold and advertised. This resolution will indicate our State's support to find new ways to reduce youth tobacco use and help tobacco users quit.

Thank you for the opportunity to provide testimony in strong support of this measure.

The Coalition for a Tobacco Free Hawaii (Coalition) is the only independent organization in Hawaii whose sole mission is to reduce tobacco use through education, policy and advocacy. The Coalition provides leadership for the tobacco control community, develops networks, helps coordinate tobacco control programs and builds community awareness.

¹The Survey is the result of a partnership among the Coalition for a Tobacco-Free Hawaii, REAL—Hawaii's Youth Movement Exposing the Tobacco Industry, the Cancer Research Center of Hawaii, Mothers Against Drunk Driving, and the State Department of Health (Alcohol Drug Abuse Division and Tobacco Prevention Education Program.

² *World Health Organization Report on the Global Tobacco Epidemic 2008: The mpower Package*. Geneva: World Health Organization; 2008. <http://www.who.int/tobacco/mpower/en/>

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Polices to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am;
Room 329

Hi my name is Silver Hunt. I am a registered citizen in Hawaii from the island of Kauai. I am on the Special Projects Leadership Board with a program called REAL, which is a youth-led movement exposing the truth about tobacco companies. I'm in strong support of HCR 46, urging the State to Reduce the Harm Caused by the Sale and Display of Tobacco.

As a youth advocate in Hawaii, I have become more aware about how the tobacco companies market their products with storefront ads targeting our youth, displaying tobacco at young children's eye level, and encouraging the placement of tobacco ads and products next to the candy and chips.

Do you know that tobacco marketing is more effective in influencing youth to start smoking than peer pressure or parental smoking?

When tobacco products and ads are kept out of sight in stores, research has shown that it keeps it out of the mind of young people and so we are less likely to begin smoking. Many other places are creating laws like this to protect youth from tobacco marketing including Ireland and Australia.

I ask you to please support this resolution because this is a serious issue that we as young people are facing today. We need you to ensure that Hawaii protects our young generation from this aggressive targeting of young people by the tobacco industry through storefront advertising. With this said, Hawaii would benefit a lot by moving to keeping tobacco "Out of Sight, Out of Mind" because we wouldn't have to see it, and won't be so attract to it, ultimately protecting us from becoming life long customers of the tobacco industry.

Mahalo,

Silver Hunt
Anahola, Kauai

REAL: Hawaii Youth Movement Exposing the Tobacco Industry

March 9th, 2011

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Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Polices to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

Aloha.

My name is Michelle Magdirila and I am a registered voter in Hawaii as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of HCR 46 which urges the state to adopt polices to reduce the harm caused by the sale and display of tobacco.

According to TAAS (Tobacco and Alcohol Advertising Survey) from 2009 which I participated in, 97% of stores surveyed in Hawaii had tobacco products at the point-of-sale, 90% of stores had tobacco ads at the point-of-sale, and 44% of stores had OTPs (Other Tobacco Products like snus, skoal, and cigarillos) at the point-of-sale. Tobacco industries know that by having storeowners place products at the point-of-sale they will attract customers, especially people who may be trying to quit because because it's an addiction of course so when they see it it's a temptation to buy it.

Being with REAL I have been able to educate other youth about this issue and help raise awareness of what the tobacco industry is doing in our communities. **I have personal experience of having dealt with a tobacco company marketing representative who comes into the store I work in and tells me where I should place the tobacco products.** I know these companies are out there in our communities trying to get new youth customers to replace the smokers who pass away every year, **and this has to stop.**

I ask you to please support this measure to ensure that Hawaii has a commitment to protect my generation and my young siblings and cousins from the aggressive targeting of our young people by the tobacco industry through storefront tobacco marketing.

Mahalo for your consideration,

Michelle Magdirila
Kaunakakai, Molokai

March 8th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Polices to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

My name is Jennifer Pescador and I am a registered voter in Hawaii as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I strongly support HCR 46 that urges our state to adopt polices to reduce the harm caused by the sale and display of tobacco.

Studies have shown that the sale and display of tobacco actually gains new smokers and tobacco companies spend around \$42 million dollars to advertise tobacco every year, much of which is spent on tobacco promotion in our local community stores. This is a way that tobacco companies are able to make smoking seem to be normal, acceptable, and more prevalent than it actually is in reality. This impacts our young people's perceptions and ultimately influences their decision to start to using tobacco more than peer pressure or seeing their parents smoke.

In 2009 REAL did a survey called TAAS, Tobacco and Alcohol Advertising Survey, where we collected information about the placement of tobacco ads and products in our stores here in Hawaii. **In just one store we found close to 300 tobacco ads, many of which were at the eye level of children (3 feet or under).**

Money is spent every year to educate youth about the harms of tobacco use and help the youth generation understand that we are being targeted BUT it's time that we ask ourselves **why aren't we doing more in a proactive way to protect our youth from the aggressive targeting of the tobacco industry that is notorious for putting their profits over the health and well-being of people.**

We need a serious commitment from you as elected official to protect Hawaii's youth from this form of tobacco marketing that is rampant in our local communities.

Please support HCR 46 so that we can stop or reduce the harm of tobacco on our youth and **show our keiki how much we care about them.** Let's share the love with our youth and everyone in the state of Hawaii!

Mahalo,

Jennifer Pescador
Kailua, Hawaii
REAL

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused By the Sale and Display of Tobacco**
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Hello, my name is Melissa Rapoza. I am a voter in Hawaii and a representative of REAL: Hawaii youth-led movement exposing the tobacco industry. I am in strong support of HCR 46 which urges the state to adopt policies to reduce the harm caused by the sale and display of tobacco.

Advertisements and sale displays are bombarding our children. I have 3 small children and the advertisements are at there eye-level of view. By allowing the tobacco companies to display there advertisements we are saying that this product is ok and the norm. The tobacco company puts advertisement and there products at the point-of-sale where everyone has to look at them while checking out, including our children. Often you can find tobacco products and ads right next to snack items like chips and candy which is where our children go to get snacks when we are in the store. Also this placement makes tobacco easily accessible for youth who may choose to steal it if they are unable to purchase it.

Youth Advocates with REAL have worked to educate others in their communities about tobacco advertising and how tobacco companies are targeting our youth. To allow these harmful products to be displayed and advertised for sale doesn't protect our youth from a industry that values profits over the well being of people.

It's time for Hawaii to take steps to get tobacco ads and products out of sight. Research shows that if we do this it will keep tobacco out of the minds of our young people ultimately reducing the number of young people who take up tobacco use and become life long customers of the tobacco industry.

I ask that you please support this measure to ensure that Hawaii maintains a commitment to protecting our kids against aggressive targeting by the tobacco industry through storefront tobacco marketing.

Thank you,

Melissa Rapoza
Kurtistown, Hawaii
REAL: youth-led movement exposing the tobacco industry

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused
By the Sale and Display of Tobacco
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am;
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My name is Grady Sullivan. I am from Pahoia on the island of Hawaii. I'm part of REAL:
Hawaii Youth Movement Exposing the Tobacco Industry. And I am in strong support of HCR
46.

I think it's fair to say that most people in Hawaii know that smoking tobacco is the main cause of
lung cancer and several other preventable diseases. **BUT what most people don't realize is
that one of the major contributors to getting people to use tobacco is tobacco marketing.**
Actually tobacco advertising is more powerful on youth tobacco use than peer pressure and being
exposing to parental smoking. **Still we continue to allow this form of marketing to be legal in
our local stores where youth and small children cannot escape their view.**

The young generations of Hawaii are being targeted by the tobacco industry as "replacement
smokers" to keep Big Tobacco profits strong. **Supporting HCR 46 show that you as elected
officials have a commitment to stand-up for our younger generations** and protect us from a
powerful and cold-hearted tobacco industry.

Mahalo for your supportive of HCR 46.

Grady Sullivan
Pahoia, Hawaii
REAL

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: **Strong Support for HCR 46, Urging State to Adopt Polices to Reduce the Harm Caused By the Sale and Display of Tobacco**
Committee on Human Services Hearing; March 10th, 2011 at 10:45 am; Room 329

My name is Nicole Sutton and I am a registered voter in Hawaii, as well as a representative of REAL: Hawaii Youth Movement Exposing the Tobacco Industry. I'm in strong support of HCR 46 which urges the state to adopt polices to reduce the harm caused by the sale and display of tobacco.

Campaign for Tobacco Free Kids in Washington, DC, estimates that **more than \$42 million is spent on tobacco advertising each year in Hawaii by the tobacco industry**, resulting in the placement of tobacco ads and special tobacco displays that we see everyday in our local community stores. **Research shows that young people are more sensitive to this form of tobacco marketing than adults and that exposure to ads is more powerful than peer pressure or parental smoking in influencing youth to use tobacco.** Results from Hawaii's Youth Tobacco Survey from 2007 revealed that **76.6% of high school students and 71.3% of middle school students reported seeing advertisements for tobacco in convenience stores, Mom-and-Pop stores, and gas stations.**

The Tobacco and Alcohol Advertising Survey (TAAS) conducted in 2009 by the University of Hawaii Cancer Center and School of Public Health found that **97% of stores surveyed throughout Hawaii had tobacco products at the point-of-purchase and 90% had tobacco ads at the point-of-purchase** where everyone shopping in the store must see them, including children. That same study also found that **62% of stores had tobacco products at the eye level of children (3 feet or less)** and 44% of stores surveyed had tobacco products placed near chips, candy, ice cream, or toys.

Through public education youth advocates with REAL have worked to inform the public that this form of tobacco advertising allows the tobacco industry to directly target our communities and allowing **it to continue does not truly protect youth from an industry that values profits over the well-being of people.**

I ask you to please support this measure to ensure that Hawaii has a commitment to **protect our kids from the aggressive targeting by the tobacco industry** through the presence of storefront marketing.

Mahalo,

Nicole Sutton
Pearl City, Hawaii
REAL: Hawaii Youth Movement Exposing the Tobacco Industry

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm
Caused By the Sale and Display of Tobacco
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Aloha,

I'm Jimar Domingo from Kauai. I'm part of the Kauai High School Peer Education Class.

I support HCR 46 to reduce the harm caused by the sale and display of tobacco.

Taking up smoking is the worst decision ever but tobacco companies are targeting our younger generation as customers. People in Hawaii and around the world keep dying every year because of tobacco. Can you imagine how families feel about losing their loved one from this legal form of murder?

We need to find a way to ban advertising of tobacco in our community. It's just not right. It encourages more smoking.

Please support HCR 46.

Mahalo,

Jimar Domingo
Kauai

March 9th, 2011

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Aloha,

My name is Kelan Garcia. I am from Lihue, Kauai, and with the Peer Ed program at Kauai High School.

I am in support of HCR 46 to reduce the harms caused by the sale and display of tobacco in Hawaii.

Tobacco kills more people more than alcohol and suicide deaths combined each year but we still see youth taking up smoking. Tobacco companies continue to lie about their advertising and products and continue to recruit new customers from the younger generation. We need to stop the advertising of tobacco products in our local communities that impacts the young generation. I would really like to see a tobacco where we stop selling tobacco products all together.

Please pass HCR 46 to protect us.

Thank you,

**Kalen Garcia
Lihue, Hawaii**

March 9th, 2011

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Representatives:

My name is Kelsie Gasmen from Kauai and the Kauai High School Peer Ed.

I'm in support of HCR because tobacco is life threatening yet we still have not stopped the ads that draw younger people's attention. Research shows that most people start smoking before they are even 18 years old. The younger they start, the earlier they die. The tobacco industry has to then find more customers which they do through advertising.

Please find a way to stop tobacco ads that draw the attention of young people by supporting HCR 46.

Thank you,

Kelsie Gasmen
Kauai High School Peer Ed

March 9th, 2011

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Aloha. I'm Riley Ono from Kauai High School Peer Ed.

I'm writing to support HCR 46.

We all know already that tobacco kills people. So we need to stop the tobacco ads in our local communities across Hawaii because this is how tobacco companies get us to start using tobacco.

Please support HCR 46 to protect us youth.

Mahalo,

Riley Ono
Kauai

March 9th, 2011

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Aloha Representatives,

My name is Kaleo Tim and I'm part of the Kauai High School Peer Education Program.

I'm writing in strong support of HCR 46 because I see how the tobacco companies are targeting us teens as customers and how many people they kill every year with their products.

These companies don't care about people's lives and more needs to be done to stop them including eliminating all tobacco advertising throughout our entire state of Hawaii.

Also, I want to say that there needs to be more information made available to us as youth about the tobacco companies and all these new products they are selling so that we know the truth.

Please vote yes on HCR 46 to protect Hawaii from companies that don't care about anything except for money.

Thank you,

Kaleo Tim

March 8, 2011

To: Chair John M. Mizuno, Vice Chair Jo Jordon, and Members of the House Committee on Human Services

From: LorrieAnn Santos, Constituent and Advocate

RE: Testimony in Strong Support of H.C.R. NO. 46, Urging the State of Hawai'i to Adopt Policies that Reduce the Harm Caused by the Sale and Display of Tobacco; Hearing on March 10, 2011

I strongly support H.C.R. NO. 46 relating to the adoption of policies that will reduce the harm caused by the sale and display of tobacco and ask all of you for your support and signage.

Tobacco use is the leading cause of preventable death in the United States, causing more than 400,000 deaths and costing the United States approximately \$157 billion each year. In Hawai'i, more than 154,000 adults currently smoke, with at least 1,200 adults dying every year. Illness and death directly related to tobacco use cost Hawai'i at least \$640 million per year. Tobacco use has caused more deaths than all wars combined.

Tobacco companies sell products that are addictive and inherently dangerous, causing many different types of cancer, heart disease, and other serious illnesses. It is the only legal product which even indirectly through second hand exposure causes death and disease.

The government of Hawai'i and its elected officials have a responsibility to protect the health and well-being of its citizenry, particularly the most vulnerable – our youth, from tobacco addiction and the illnesses (asthma, chronic ear infections, respiratory diseases) and premature death associated with tobacco use. As the representative of the people, you can play a vital role in stopping the tobacco companies predatory advertising/marketing practices and reduce the number of individuals succumb to the allure of cigarette use and other harmful tobacco product usage.

Most individuals who use tobacco products as teenagers become addicted before reaching the age of 18 and remain addicted for approximately 20 years. The majority (75%) of adult tobacco users report that their first experimentation with tobacco was between the ages of 11 and 17 years old. A report issued in 2002 by Papa Ola Lokahi through support from the Hawai'i Department of Health Tobacco Prevention and Control Program, found that the average age the majority (79%) of Native Hawaiians smoked their first cigarette was 15, with those under the age of 18 reporting their first cigarette at age 12.

Studies have found nicotine to be as addictive, if not more, than heroin, cocaine, and alcohol. Of all addictive behaviors, cigarette smoking is the one most likely to become established during adolescence. The most heavily advertised cigarette brands in Hawaii are the ones smoked by Hawai'i middle and high school youth.

Tobacco companies recognize the importance of tobacco product displays in increasing product sales and compensate tobacco retailers for prominent display locations inside and outside of their establishments. A recent survey of Hawai'i retail establishments found that 97% of stores surveyed displayed tobacco products at the point-of-sale (cash registers) and 62% had tobacco products at the eye-level of children. This is not a coincidence, tobacco companies know children are less likely to be able to afford cigarettes, and thanks to strong state laws are prohibited from buying cigarettes. However, their strategy is to require specific product placement by retailers to provide easy access for shoplifting, in effect aiding and abetting criminal activity by a minor.

Eliminating or at the very least limiting tobacco products and advertisements at the point-of-sale and in storefronts will reduce tobacco use, particularly by our youth. We all know the cliché, "out of sight, out of mind." Countries which have limited the display of tobacco products have seen positive results. For example, in Ireland, the ability of teens to recall tobacco displays at retail locations dropped from 81% to 22% almost immediately after enactment. In addition, limiting the display of tobacco products in a retail environment has not been shown to lead to a loss of business.

In 2008, the House of Representatives of the Twenty-fourth Legislature of the State of Hawai'i, Regular Session, signed a Certificate in recognition and support for a Smoke Free Pacific, the Senate concurring efforts towards achieving a Smoke Free Pacific.

As such, I urge the House of Representatives of the Twenty-sixth Legislature of the State of Hawaii, Regular Session of 2011 to reduce tobacco use and limit the public health consequences of tobacco use among youth, adolescents, and adults by adopting policies that minimizes the impact of tobacco marketing and advertising.

Respectfully,
LorrieAnn Santos

Tel: 547-4705
E-mail: lsantos@queens.org

March 9th, 2011

To: Representative John Mizuno, Chair
Representative Jo Jordan, Vice Chair
Members, House of Representative Committee on Human Services

Re: Strong Support for HCR 46, Urging State to Adopt Policies to Reduce the Harm Caused
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My name is Journey Udac from Konawaena High School.

Most people already know that smoking can give people lung cancer but we are bombarded by tobacco marketing that attracts youth to try all the different types of tobacco products that are being sold in our local stores.

I believe it's time that we require stores to keep tobacco products locked up and out of sight in stores, including cigarettes, snus, skoal, cigarillos. Having all these products in sight is just another form of advertising by tobacco companies. Also there is no reason that any tobacco ads or products should ever be anywhere near the candy section in stores.

Please support HCR 46 to adopt Hawaii policies to reduce harm by the sale and display of tobacco.

Thank you,

Journey Udac

Sent: Monday, March 07, 2011 2:13 PM
To: HUS testimony
Cc: nuyolks@gmail.com
Subject: Testimony for HCR46 on 3/10/2011 10:45:00 AM

Testimony for HUS 3/10/2011 10:45:00 AM HCR46

Conference room: 329
Testifier position: support
Testifier will be present: No
Submitted by: Kathleen Yokouchi
Organization: Individual
Address:
Phone:
E-mail: nuyolks@gmail.com
Submitted on: 3/7/2011

Comments:
I hope you can limit smoking in condos, too! Good job!